

Strategic Plan Update – 2011

Activities marked "**DONE**" in red or other status; Objectives not yet addressed

GOAL 1: Alameda residents will find the Library to be a customer-centered and welcoming place.

Objective 1: Eighty-five percent of Alameda residents will express in a community survey that the Alameda libraries are welcoming, dynamic, and engaging places to use, meet, and engage with others.

Objective 2: Library card registrations will increase by 5% per year

Activities under consideration:

1. Short term goal to remodel the interiors of both neighborhood branches and long term goal to plan and build a new west Alameda library facility and enlarge the Bay Farm Island Library. **DONE**
2. Maintain welcoming atmosphere and physical space at the Main library **DONE**
3. Create "Welcome" packets for new Alameda residents that include a library card application **NOT COMPLETED**
4. Continue "First grade, First card" campaign **HIRED SCHOOL RESOURCE SERVICES STAFF MEMBER TO INCREASE THE LIBRARY'S PRESENCE IN THE SCHOOLS & TO INCREASE PARTICIPATION IN LIBRARY PROGRAMS**

GOAL 2: Alameda residents will use the library website as a virtual branch.

Objective 1: Use of general web site visit statistics will increase by 10% per year.

Objective 2: Use of the databases will increase by 10% per year.

Objective 3: Use of the catalog/reserve/renewal remote user statistics will increase by 10%.

Activities under consideration:

1. Provide Alameda residents with a more user-friendly library website. **IN PROGRESS**
2. Encourage use of the library website among Alameda residents by promoting its use in news releases, flyers and online surveys and word of mouth. **IN PROGRESS- DONE**
3. Provide workshops on using catalog, circulation, and databases. **DONE**
4. Monitor use statistics of the library's virtual branch. **STATISTICS COLLECTED BUT NOT ALWAYS RELIABLE**

GOAL 3: Visitors to the neighborhood libraries will have safe, welcoming, and comfortable spaces to use the libraries' resources and programs and to interact with each other.

Objective 1: Eighty-five percent of Alameda residents will express in a community survey that the neighborhood libraries are safe, welcoming, and comfortable spaces.

Objective 2: Attendance at the neighborhood libraries as measured by door count will increase by 10% per year.

Objective 3: Use of the neighborhood library collections will increase by 10% per year.

Objective 4: The number of programs offered at neighborhood libraries will increase by 5% per year.

Activities under consideration:

1. Provide library visitors with remodeled or redesigned libraries in which to use the resources and attend programs. **DONE**
2. Provide library visitors with comfortable seating in which to read and relax. **DONE**
3. Provide library users with an attractive display area for new books or themed displays. **DONE**
4. Provide library visitors with additional computers at the neighborhood libraries. **DONE**

GOAL 4: Alameda teens will have space to socialize, to share thoughts and ideas, and to attend programs relevant to them.

Objective 1: Use of the teen collection will increase by 5% per year.

Objective 2: Attendance at programs for teens will increase by 5% per year.

Activities under consideration:

1. Create inviting and useful space at the neighborhood libraries for teen activities and collection. **DONE**
2. Provide genre or other special interest book lists for teens. **DONE**
3. Present 4 teen programs per year. **DONE**
4. Host annual teacher orientation and invite (in writing) classes for visits. **DONE**

GOAL 5: Children ages 0-5 and their caregivers will have programs and materials that promote school readiness.

Objective 1: Attendance at programs for children ages 0-5 will increase by 5% per year.

Objective 2: Presentation of programs for children ages 0-5 at off-site locations will increase by 5% per year.

Objective 3: Participation in the "Read To Me" summer program will increase by 5% per year.

Activities under consideration:

1. Provide online access to pod casts and e-Books for children ages 0-5. **PARTIALLY DONE**
2. Maintain displays of picture books and other materials of interest to children ages 0-5 and their caregivers. **DONE**
3. Provide off-site class visits to centers for low-income and at-risk preschool children.

4. Provide workshops for early literacy for parents and caregivers. **DONE**

GOAL # 6: Children in the neighborhood libraries will have adequate space for programs, interaction, and use of materials.

- Objective 1: Attendance at neighborhood library programs for children will increase by 5% per year.
- Objective 2: Use of materials for children at the neighborhood libraries will increase by 5% per year.
- Objective 3: The majority of parents and caregivers will express in a targeted community survey that neighborhood libraries provide satisfactory programming and library materials for children.

Activities under consideration:

1. Increase the number of programs for children at neighborhood libraries. **NOT DONE**
2. Produce displays that highlight materials for children and their parents and caregivers. **DONE**
3. Provide programs that address the needs of parents and caregivers of children. **NOT DONE**
4. Provide appropriate seating that encourages adults and young children to use library materials together. **DONE**

GOAL #7: Alamedans will be able to more easily and effectively connect to the online world.

- Objective 1: Use of databases will increase by 10% each year.
- Objective 2: Each year, the number of unique visitors to the library portal web pages will increase by 10%.
- Objective 3: The majority of Alameda residents will express in a community survey customer satisfaction with library technology.
- Objective 4: Uptime for all computer systems will be 95% on an ongoing basis.

Activities under consideration:

1. Provide classes for the public on database use. **DONE**
2. Run a "did you know?" campaign (did you know you can get reading recommendations through the AFL website, you can practice for the GED online, etc.). **SORT OF....**
3. Provide pathfinders to online resources and other electronic services. **NOT DONE**

GOAL #8: Visitors to the neighborhood libraries will have increased access to computers and internet resources.

Objective 1: Availability of public Internet computers will increase by 3 in each of the branches by December 2009.

Objective 2: Sufficient funds will be raised annually to progressively purchase the library consultant's recommended number of public access computers over the term of this plan.

Objective 3: Use of public Internet computers at the neighborhood libraries will increase by 10% per year.

Activities under consideration:

1. Provide pathfinders for patrons to aid them in finding information on databases and the Internet. **NOT DONE**
2. Provide high speed Internet access. **DONE**

GOAL #9: Alameda residents will have the skills to find, evaluate, and use print & online resources to meet their needs.

Objective 1: 180 Alameda residents will attend the library's information literacy workshops annually.

Objective 2: 100 Alameda residents will receive one-on-one information literacy assistance from library staff annually.

Objective 3: Attendance at basic computer skills & software application classes will increase by 5% annually.

Objective 4: At the conclusion of information literacy workshops offered by the library, 85% of participants will indicate that the workshop provided skills and confidence beneficial for finding, evaluating and using library resources.

Activities under consideration:

1. Information literacy workshops will be provided by the library. **DONE**
2. Computer classes will be offered by the library in basic computer and internet searching skills. **DONE**

GOAL #10: Students in Alameda will use electronic and print resources for both school and personal interests.

Objective 1: 500 students per year will attend a basic library orientation.

Objective 2: Use of electronic databases and print resources, introduced to students by the library will increase by 10% a year.

Objective 3: At the end of each school year a survey will show that 85% of students surveyed have found that library print and electronic resources were beneficial.

Activities under consideration:

1. Basic library orientation offered to students. **DONE**
2. Workshop for print and electronic resources offered to students. **DONE**
3. Safe Internet “surfing” workshop offered to students. **DONE**

GOAL #11: Alameda adults and teens with low literacy skills will improve their ability to read and write in order to meet their personal goals.

Objective 1: *Alameda Reads* will maintain a minimum of 50 tutor-learner pairs annually.

Objective 2: Each year 90% of the learners in *Alameda Reads* will achieve at least one predetermined personal goal.

Objective 3: Use of the literacy collection will increase by 10% each year.

Activities under consideration:

1. Provide resources for local literacy related agencies.
2. Provide life skills classes for learners with low literacy skills.
3. Provide one to one tutoring for learners with low literacy skills.
4. Provide access to core technology through specially designed computer skills classes for learners with low literacy skills.
5. Host an annual Library Literacy Event.

GOAL 12: Alameda residents will enjoy programs and materials that stimulate their thinking, satisfy their curiosity, and expand their knowledge.

Objective 1: Attendance at library programs will increase by 10% each year.

Objective 2: Circulation of all materials will increase by 10% each year.

Objective 3: Ten programs per year will be provided in collaboration with other agencies.

Activities under consideration:

1. Offer a greater variety of programs at the library.
2. Provide in-house displays of new materials and themed displays.
3. Provide genre or other special interest book lists.